

FRIENDS OF GRASS-FED BEEF

Fax 202-720-1112

Or email: marketingclaim@usda.gov

March 25, 2003

To:

Chief, Standardization Branch, Livestock and Seed Program
Agricultural Marketing Service, United States Dept. of Agriculture
Room 2603-S, Stop 0254, 1400 Independence Ave. S.W.
Washington, DC 20250-0254

Re: Docket No. LS-02-02 - Grass-Fed Claims

Dear Sir or Madam:

As consumers of grass-fed beef, we value strict protocols and truth in labeling. Therefore we find inappropriate the Meat Marketing claims outlined in the Federal Register Vol. 67, No. 250, dated December 30th, 2002, which states the following:

"Grass Fed - Grass, green or range pasture, or forage shall be 80% or more of the primary energy source throughout the animal's life cycle."

The above definition would allow a typical beef feed-lot operation to to grain-feed animals for several months at the end of their lives, thereby nullifying the various attributes we as consumers of grass-fed beef are looking for.

We urge you to please adopt the following standard for any product claiming to be "grass fed":

"Animals have been, from birth to harvest, grazed on grass, legumes and forages as 99% or more of their primary energy source."

Grass-fed standards are a critical issue for us. We believe that watered-down standards hurt small farmers and mislead consumers. We ask for your commitment to keep grass-fed standards high, meaningful and accurate.

Sincerely,



name: John D. Reece

address: 11058 Knoxville Rd.
Napa, Ca. 94558

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